(Accredited with Grade 'A' by NAAC)

(Supporting Documents Metric No. 2.3.1)

2.3.1 - Student centric methods, such as experiential learning, participative learning and problem-solving methodologies are used for enhancing learning experiences.

Index

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Amity University Haryana
Manesar Gurgaon-122413

AMITY UNIVERSITY HARYANA
Amity Education Valley, Gurugram (Manesar)

Course Manual

Name of Institution: Amity Business School
Programme: MBA Gen/BA/B&F/HHM
Batch: 2023-2025

Subject: MANAGEMENT PROCESS & ORGANISATIONAL BEHAVIOUR	Course code: MGT4101
Faculty Name: Dr. Monica Kapuria	Semester: 1
Designation: Associate Professor	Email: mkapuria@ggn.amity.edu

1.   Course Overview:
To help the students to develop cognizance of the importance of human behaviour

2.   Course Coverage:

The course Aims to:

1. Help the students gain understanding of the functions and responsibilities of the manager.
2. Provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness.

Module I: Management vs. Manager
Evolution of management thought, Functions of management, Roles and Skills of a manager, Emerging challenges of management.

Module II: Organization

Nature and structure of organization, Types of organizations, Line and staff relationships, Formal and informal organizations.

Module III: Introduction to Organization Behaviour

Overview of organizational behaviour and its importance, Organization models.

Module IV: Individual Behaviour
Individual behaviour, Perception and learning, Personality, Values & Attitudes, Motivation: Concept theory and application.

Module V: Group Behaviour
Group dynamics, Communication, Leadership, Power and politics, Conflicts and negotiation.

Module VI: Organizational Culture and Change Management
Organisational culture, Organisational change and development, Work stress and its management.

3. Learning Outcomes:

Upon successful completion of the course a student will be able to:

CO1: The students will be able to demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization and diversified cultural settings.
CO2: To enable students to describe how people behave under different conditions.
CO3: Students will analyze the complexities associated, critically evaluate and apply decisions appropriately.
CO4: To enable students to synthesize related information and evaluate options for the most logical and optimal solution so that they would be able to predict and control human behaviour and improve results.

4. Main text:
- Luthans, F. (2010), Organizational Behaviour, Mcgraw-Hill Education India Pvt.Ltd - New Delhi.
- Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.

5. Additional Texts:
- Greenberg, J. & Baron, R.A. (2005), Behaviour in Organizations, Pearson Education.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- P. Subba Rao (2010), Management and Organisation and Behaviour, Himalaya Publishing House, New Delhi
- Pierce Gardner with Dunham (2011)Managing Organizational Behaviour. Cengage Learning India.

6. Other readings:

Students are advised to keep up-to-date in the subject matter by reading articles published in newspapers, magazines, business newsletters. Refer publications and reports of Harvard Business Review.

7. Detailed Session Plan:

< MANAGEMENT PROCESS & ORGANISATIONAL BEHAVIOUR >

Total No of Sessions –36

Module: 1 Management vs. Manager

Sessions No.	Topics	Pedagogical Techniques Used	Additional Readings/ Assignments/Websites/Links to online resources	Assessment Criteria based on specific Pedagogical Technique
1.	Evolution of management thought	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Home Assignments
2	Functions of management	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Class Discussion
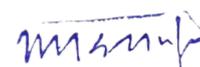
3	Roles and Skills of a manager	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Class Discussion
4	Emerging challenges of management.	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Presentations
5	Tutorial	**PPT; Lecture**		

Module: 2 Organization

| Sessions No.	Topics	Pedagogical Techniques Used	Additional Readings/ Assignments/Websites/Links to online resources	Assessment Criteria based on specific Pedagogical Technique
6	Nature and structure of organization	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Class Discussion
7	Types of organizations	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Case Presentations
8	Line and staff relationships	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	
9	Formal and informal organizations.	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Home Assignments
10	Case Study Discussion		Harvard Business Review	
11	Tutorial			

Module: 3 Introduction to Organization Behaviour

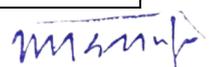| Sessions No.	Topics	Pedagogical Techniques Used	Additional Readings/ Assignments/Websites/Links to online resources	Assessment Criteria based on specific Pedagogical Technique
12	Overview of organization behaviour	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Class participation
13	Importance of Organization Behaviour	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	-do-
14	Organization models	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	-do-
15	Case Study		Harvard Business Review	Class Presentations & Discussion
16	Group Discussion			
17	Tutorials			

Module: 4 Individual Behaviour

Sessions No.	Topics	Pedagogical Techniques Used	Additional Readings/ Assignments/Websites/Links to online resources	Assessment Criteria based on specific Pedagogical Technique
18	Individual Behaviour	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Class Discussion
19	Perception and learning	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Activity based
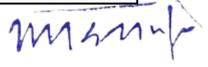
20	Personality, Values & Attitudes	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Activity based
21	Motivation: Concept	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Activity based discussions
22	Motivation: Theories	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Activity based
23	Motivation: Application	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Activity based
24	Tutorial			

Module: 5 Group Behaviour

Sessions No.	Topics	Pedagogical Techniques Used	Additional Readings/ Assignments/Websites/Links to online resources	Assessment Criteria based on specific Pedagogical Technique
25	Group dynamics	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Class participation
26	Communication	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Class discussion
27	Leadership	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Discussions & Project
28	Power and Politics	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Class Participation

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Sessions No.	Topics	Pedagogical Techniques Used	Additional Readings/ Assignments/Websites/Links to online resources	Assessment Criteria based on specific Pedagogical Technique
29	Conflicts and negotiation	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Home Assignments
30	Case Study		Harvard Business Review	
31	Tutorial			

Module: 6 Organizational Culture and Change Management

| Sessions No.	Topics	Pedagogical Techniques Used	Additional Readings/ Assignments/Websites/Links to online resources	Assessment Criteria based on specific Pedagogical Technique
32	Organizational culture	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Home Assignments
33	Organizational change and development	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education.	Home Assignments
34	Work stress and its management	**PPT; Lecture**	Robbins, S.P. (2016), Organizational Behaviour, Sixteenth Edition, Pearson Education	Class Participation
35	Group Discussion			Class Activity
36	Tutorial			

8. Assessment Scheme:

Modes of Evaluation: Quiz/Assignment/ Seminar/Written Examination

Examination Scheme:

Components	CPA	TP	Q/S	A	ME	EE
Weightage (%)	5	5	5	5	10	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination
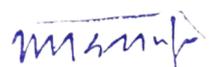
9. Detailed Session Plan

Module I: Management vs. Manager

Objective
1. Provide an overview of management, its functions.

Learning Outcome
CO1: Describe the various basics of Management and the role of manager.

Question(s) for discussion in class:
- Discuss the Nature and Significance of Management.
- Explain the functions of Management.

Module II: Organization

Objective
1. The students will be able to differentiate different organizations and structure of organization.

Learning Outcome
CO2: Describe different Organizations and structure of Organization.

Question(s) for discussion in class:
- Explain nature and structure of organization.
- Describe types of Organizations

Module III: Introduction to Organization Behaviour

Objective
1. Provide an overview of human behavior in organization at individual and group levels.

Learning Outcome
CO3: The students will be able to demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization and diversified cultural settings.

Question(s) for discussion in class:
- Explain the significance of organizational behaviour.
- Discuss Organization models.

Module IV: Individual Behaviour

Objective
1. To enable students to describe how people behave under different conditions.

Learning Outcome
CO4: Describe different personality traits. Perception; Learning and Behavior reinforcement

Question(s) for discussion in class:
- Give detailed explanation on Personality and Theories of Personality.
- Describe the Learning and Behaviour reinforcement.
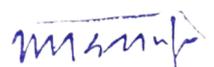
Module V: Leadership

Objective
1. Provide an overview of human behavior in organization at individual and group levels.

Learning Outcome
CO5: Explain Leadership importance of leadership in influencing group behavior.

Question(s) for discussion in class:
- Define group behavior and explain determinants of Group Behaviour.
- Discuss the theories of leadership.

Module VI: Organizational Culture and Change Management

Objective
1. To enable students to synthesize related information and evaluate options for the most logical and optimal solution so that they would be able to predict and control human behaviour and improve results.

Learning Outcome
CO6: Students will analyze the complexities associated, critically evaluate, and apply decisions appropriately.

Question(s) for discussion in class:
- Describe Organizational Culture.
- Give diagrammatic representation for Organization development process.
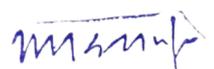
Faculty Feedback Report on Amizone

AMIZONE

Amity University Gurugram

Welcome Dr Vikas Madhukar [5744] ◀ Logout

- Registration
- Admin
- Registration
- Re-Registration
- Uniform Course Coding
- Time Table
- Exam Result
- Examination
- Quality Check of Classes
- Summer Internship Dairy Report
- NTCC
- Feedback
  - Manage Faculty Feedback
  - Feedback Setup
  - Reports
    - Faculty Wise Feedback
    - Faculty Feedback Status
    - Faculty Feedback Report [
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  - Action On Student Feedback E
  - Report for Action taken on Stu

Faculty Feedback Report

Select Institute: Amity Institute of Pharmacy, Gurgaon (Manesar)

Select Session: 2022-2023

Select Type: Pre Exam   Select Semesters: Odd

Show

Last Update On :Mar 16 2023 12:00AM

S.No.	Staff Name	Type	Category 1 Total:16	Category 2 Total:28	Category 3 Total:24	Category 4 Total:16	Category 5 Total:16	Total 100	How many	Question 1 Yes	No	Question 2 Yes	No	Question 3 Yes	No	Remarks
1	Dr Shrestha Sharma[307636]	Core Courses	14.09	24.40	20.91	13.97	13.93	87.30	150	139	11	138	12	134	16	Remarks
2	Dr Satish Sardana [26566]	Core Courses	15.20	26.57	22.84	15.24	15.31	95.16	49	44	5	44	5	44	5	Remarks
3	Dr Samridhi Lal[303500]	Core Courses	14.09	24.24	20.86	14.03	13.84	87.07	242	211	31	209	33	206	36	Remarks
4	Dr Rupali Sharma[305022]	Core Courses	14.56	25.44	21.70	14.56	14.49	90.74	196	181	15	180	16	179	17	Remarks
5	Dr Kishna Ram Senwar[26444]	Core Courses	14.20	24.71	21.23	14.23	14.16	88.53	198	170	28	170	28	172	26	Remarks
6	Dr Atin Kalra[308247]	Core Courses	14.92	26.10	22.36	14.90	14.89	93.18	204	190	14	189	15	188	16	Remarks
7	Dr Asim Kumar [26846]	Core Courses	14.59	25.63	21.99	14.69	14.59	91.48	152	145	7	144	8	144	8	Remarks
8	Dr Ashish Kumar[304866]	Core Courses	14.25	24.72	21.03	14.11	14.20	88.31	194	168	26	175	19	167	27	Remarks
9	Dr Arun Kumar [26845]	Core Courses	14.11	24.60	21.24	14.13	14.04	88.11	136	119	17	122	14	122	14	Remarks
10	Dr Arun Mittal[306228]	Core Courses	14.83	25[COURSE DELIVERY]	21.24	14.74	14.79	92.16	108	104	4	104	4	104	4	Remarks
11	Ms Anjali Dhillon [26554]	Core Courses	14.76	25.66	21.84	14.62	14.54	91.43	202	181	21	178	24	179	23	Remarks

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Amizone home page of a Teacher

Session Plan Setup and hosting of study materials (documents, PPT, Video lecture, Weblinks, etc.)

Teacher's LMS account home page

Within the screenshot, the visible content reads:

URL: https://amizone.net/AdminAmizone/WebForms/admin/Default.aspx

Amity University Gurugram — Welcome Dr Vikas Madhukar [5744] — Logout

Left navigation menu:
- Online Undertakings
- Help
- Outcome
- Tracking Report
- Attendance Report
- Report for all
- Withdrawal
- Feedback Report
- Rubric
- HOI & PL for New Students
- Student Aspirational Survey Repo...
- Aspirational Survey Report
- Edit Aspirational Survey
- Payment Details
- Admissions
- Research Repository
- HR
  - Leave Management
  - CIRCULAR
- LMS (Learning Management System)
- CR
- Day of Belongingness
- Outcome Assessment
- Multi Factor Authentication (MFA)
- APR
- Video Evaluation For Admission

Main content:

each student and can easily track their performance.

4. **Announcements** - Announcements tool can be used to provide students with course reminders and updates. Announcements can contain text, images, and multimedia, as well as it can be linked to course content, Assignments & Tests.

5. **Grade Center** - The Grade Center is a built-in grade book for each course in A-LMS. It provides a place to store, manage, and calculate student grades, both on items such as assignments and tests that are created and graded within A-LMS as well as on items that are created outside the A-LMS, which can be entered manually into the grade center.

6. **Discussion Board** – A-LMS discussion board feature allows participants to carry on discussions online, at any time of the day or night, with no need for the participants to be logged into the site at the same time. The discussions may be graded as well. Faculty can add multiple discussion board forums in their course.

Important Note: - Kindly enable popup of your web browser

Note: Your Courses are going to be sync from amizone, All course you will be able to see on LMS shortly.

Important Note:- Kindly enable popup of your web browser

To access contents of 2022-2023/Even on A-LMS [Click here]

To access contents of 2022-2023/Odd on A-LMS [Click here]

To access contents of 2023-2024/Odd on A-LMS [Click here]

To access contents of 2023-2024/Even on A-LMS [Click here]

How to add Course and Section into ALMS Click here to Download

(Taskbar time: 10:44, 24-04-2024, 30°C Haze)

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Subject/Course Interface on Teacher's LMS Account

Evaluation (Quiz) interface on Teacher's LMS account

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LMS interface on Teacher's Amizone account

Neena Davis
Thaiparambil
(A50001923009)
Risa Taguchi
(A50001923022)

Submitted to
Dr Monica Kapuria
Amity University
Haryana

To Study The COMPENSATION Practice Of

IKEA

Declaration

We Neena Davis Thaiparambil, Roll No A50001923009 MBA (HR) [2nd Semester] and Risa Yamamoto, Roll no A50001923022, MBA (HR) [2nd Semester] students of the Amity Business school, Manesar, hereby declare that the project report entitled on, "To Study the Compensation Practise in IKEA" is an original work and the same has not been submitted to any other institute for the award of any other degree

The interim report was presented to the supervisor on 16th April, 2024 and the feasible suggestions have been duly incorporated in consultation with faculty guide

Name of Students : Neena Davis Thaiparambil
                            And
                    Risa Yamamoto

Enrolment Number : A50001923009 And A50001923022

Date : 16th April, 2024
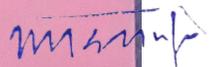
Executive Summary

This study investigates how IKEA, a leading global retailer with a unique business model and culture rewards its employees. We'll look at how IKEA gives base pay, bonus, incentives, benefits, and chances for professional growth. Analysing these practices will show how well they match IKEA's values, goals, and the wider retail industry.

This research evaluates IKEA's compensation policies by examining published literature, studies, surveys, and interviews with IKEA's staff and HR professionals. It evaluates how these practices affect employees enthusiasm, happiness, loyalty, and company's overall success.

This study analyzes IKEA's compensation plan, highlighting its strengths and weaknesses. It examines how IKEA's compensation practices align with and needs of its diverse employees and provides suggestions for improving compensation management.

This report is a valuable tool for IKEA's HR team, leaders, and stakeholders. It provides data-driven insights and suggestions that can be used to make educated decisions and improve how compensation is being handled. It will help with the company's ongoing improvement efforts.

Introduction

IKEA, a well-known home furnishings retailers, has achieve great success due to its innovative designs and unique shopping environment. A key factor in its success has been creating a positive work environment and investing in employee development. One important aspect of this commitment is IKEA's compensation plan, which plays a vital role in motivating and satisfying employees, thus boosting the company's overall performance.

This report will thoroughly investigate IKEA's compensation system. It will delve into the different parts of IKEA's compensation plan, such as base pay, bonus, extra pay, benefits, and chances for workers to grow. The analysis will show how IKEA's values, business goals and the retail sector as a whole fit with these practices.

This report evaluates IKEA's compensation practices by assessing how well they achieve their goals. It examines how compensation affects employee motivation, job satisfaction, retention, and the overall success of the company. By identifying the strengths and weaknesses of IKEA's compensation strategy, this report hopes to find areas that are working well and areas that could by be improved. The findings and recommendations provided will help IKEA enhance the management of employee compensation within the organisation.

This study examines the compensation mix of system of IKEA using a mix of

research (literature review), gathering data directly (surveys and interviews with IKEA staff and human resource experts), and careful analysis. This report aims to provide a thorough understanding of how IKEA compensates its employees. It is a valuable resources for IKEA executives, HR teams, and other stakeholders. It offers recommendations and data-driven insights that can assist in making educated judgements and continually improving compensation practices.

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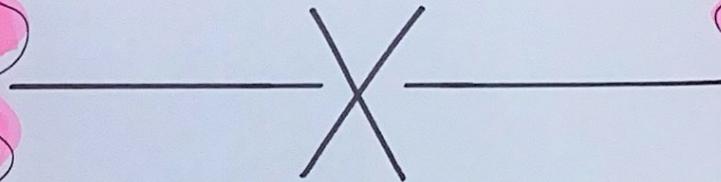
MORE COPIES OF **IKEA** CATALOGUES WERE PRINTED EVERY YEAR THAN THE BIBLE!

σ business bar

Over 200M copies of the IKEA Catalogue were printed in 2013, while only 100M copies of the bible were estimated to be circulated that year. In 2021, IKEA made an emotional yet rational decision announching that it is stopping the catalouge after a 70 year successful career, citing that it has found better ways to connect with the customers.

Source : BusinesBar

Company Overview

IKEA is a home furnishing retailer known for its brand and products all across the globe. The company was founded in 1943. Since the foundation of the organisation, the company has gone through ups and downs making several changes in its HR policies to be one of the reputed companies among the employees working in this industry. IKEA has a range of more than 9500 products that are sold through its more than 300 stores all around the world (Baraldi, 2008). There are millions of people working directly and indirectly for the company that acts as the backbone of the organisation. The company has more than 600 million visitors to its stores and more than 500 millions of people visit its website every year. Hence, it is important for the company to maintain a proper compensation strategy to motivate its employees and enhance their performance to achieve customer satisfaction. The paper presents a job analysis for the position of a retail store manager and discusses the compensation policy to know how IKEA differs from its rival business.

COMPANY PROFILE

- Private Company
- Founder : Ingvar Kamprad
- Present CEO and Chairman : Peter Agnefjäll
- Self-assembly furniture
- Employee strength : 1,39,000 [2013]
- Operating revenue : 28 billion

POSITION

IKEA is one of the leading furniture retailers across the globe. It can be seen through a study that IKEA will open 38 new stores at different locations in the country. Hence, there is a requirement for new sales executive and retail store managers to begin the operations of the upcoming stores. The fulfillment of the retail sales manager position is a priority concern for the human resource manager of the company. The retail managers will be responsible for managing each & every activity in the new stores. They will be responsible for promoting sales on their respective stores by applying different methods of sales promotion. Along with that, the retail sales manager will support the recruitment team in choosing new employees who needed to be employed for commencing the operations of upcoming stores. The company can choose the new store managers from external market/ the existing people working.

Organisation Structure

INGKA Foundation → INGKA Holdings B.V

IKEA Group Support Function

Inter IKEA System B.V

Retail

Range IKEA of Sweden

Distribution & Wholesale

Purchasing

Industry Swedwood Group
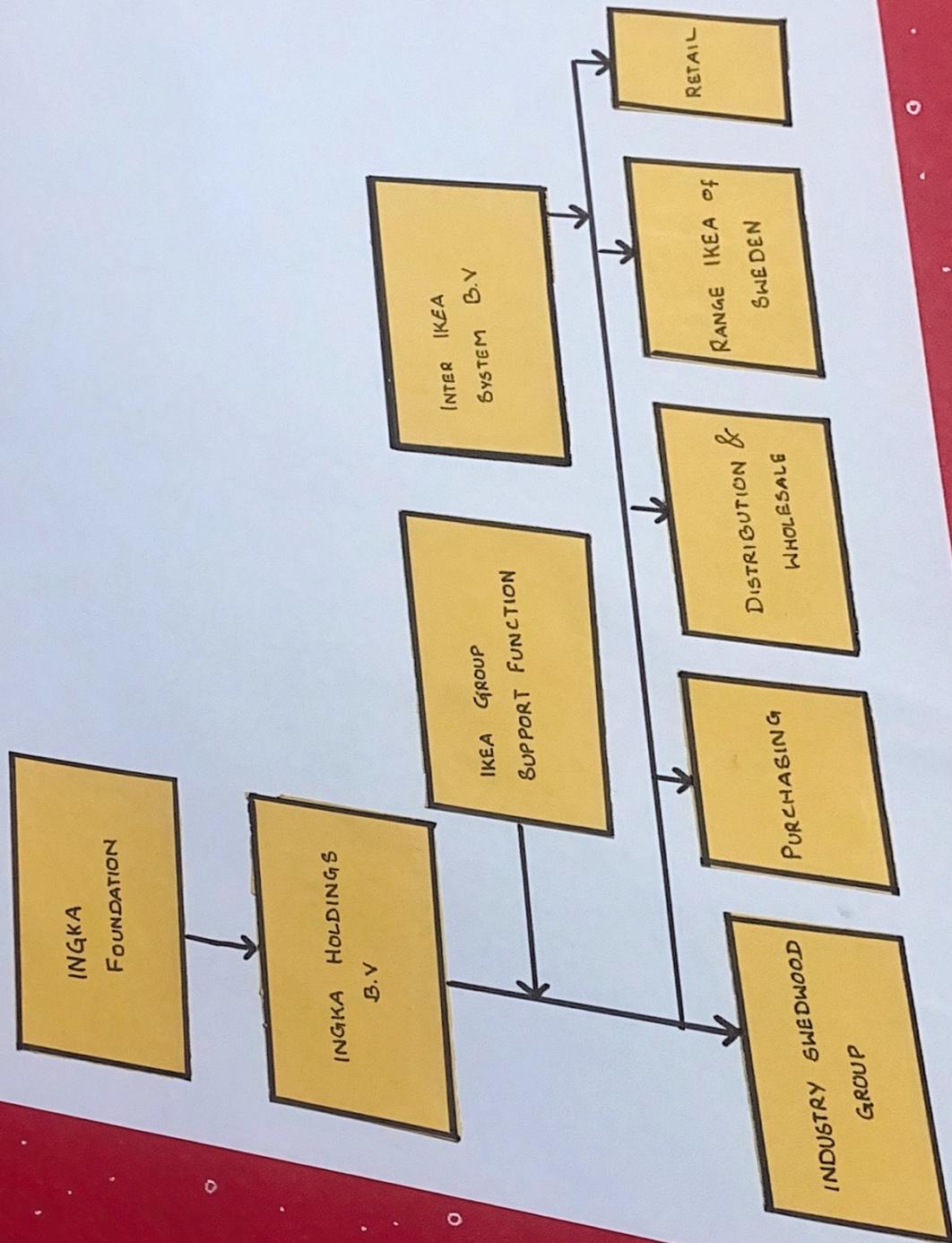
- The IKEA Group of companies (INGKA Holding B.V. & its controlled entities) has an ownership structure that ensures independence and long-term approach

- Stitching INGKA Foundation based in the Netherlands is the owner of INGKA Holding B.V (and The IKEA Group) and its funds can only be used in two ways, either reinvested in the IKEA Group or donated for charitable purposes through the Stitching IKEA Foundation.

- The Supervisory Board of INGKA Holding B.V (located in Leiden, the Netherlands and the parent company of IKEA group) consists of Chairman, senior advisor to supervising board.

- The IKEA Group is led by President & CEO, together with the management group. The IKEA Group operates throughout the whole value chain from range strategy and product development to production, distribution and retail

- The IKEA Group franchises the IKEA retail system and methods from Inter IKEA System B.V. in the Netherland Inter IKEA System B.V is the owner of the IKEA concept and the worldwide IKEA franchises.

IKEA GROUP OPERATIONS

RUSSIA
14 Stores

NORTH AMERICA
55 Stores

EUROPE
237 Stores

ASIA
30 Stores

165 000
Co-workers

AUSTRALIA
10 Stores

346
IKEA Group stores
located in 28 countries

783
Million store visits

1200
Suppliers in 50
countries

2.1
Billion visits

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VISION

To create a better everyday life for the many people

This vision goes beyond home furnishing. We want to have a positive impact on the world - from the communities where we source our raw materials to the way our products help our customers live a more sustainable life at home.

By sharing what we do, and speaking up for what we believe in, we can be part of positive changes in society.

VALUES

Our values reflect what we consider to be important. So, important in fact that we refer to them as one of our "forever part." They guide us in our everyday lives in work in everything from how we treat people and the planet to how we make decisions - large or small.

- Togetherness
- Caring for people and planet
- Cost- consciousness
- Simplicity
- Renew and improve
- Different with a meaning
- Give and take responsibility
- Lead by example

MONETARY COMPENSATION

The monetary benefits that are offered to a retail store manager are discussed in the points given below:-

- **Rewards :** The casual co-workers are rewarded with $50 to spend in the store, part-time co-workers with $75 to spend in the store, and full-time co-workers with upto $100 to spend in the store every year. Along with that, the managers are allowed with $200 to spend in the store while senior managers are given $500.

- **LONG TERM SERVICES AWARDS :** For long-term services, the following awards are given:

- $500 to spend in store for a service of minimum 5 years.

- $1000 to spend in store for a service of minimum 10 years

- $1500 travel voucher for a service of minimum 15 years

- $3000 travel voucher for a service of minimum 20 years

- $5000 contribution into super fund for a service of minimum 25 years.
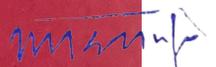
About IKEA

The year in numbers

Looking at some key figures from 2013 gives a glimpse of the year's highlights. From the number of IKEA stores to the total sales. Explore stories behind the numbers in the facts and figures provided on franchisor.IKEA.com

345
IKEA stores

345 IKEA stores in 42 countries were open and operating by the end of business year 2013.

1958	2010	2011	2012	2013
1	316	325	338	345

775 million
IKEA store visits

IKEA stores were visited 775 million times during the year.

1958	2010	2011	2012	2013
2.05	699	734	776	775
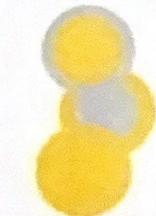
29.2 billion
in sales turnover

IKEA retail sales totalled EUR 29.2 billion.

1958	2010	2011	2012	2013
0.003	23.0	26.0	27.5	29.2

151,000
IKEA co-workers

The majority of the 151,000 IKEA co-workers work in IKEA stores.

1958	2010	2011	2012	2013
1,000	145,000	151,000	151,000	151,000

9.9 million
retail square metres

The area of all IKEA stores combined was 9,883,241 m².

1958	2010	2011	2012	2013
0.007	8.7	9.0	9.5	9.9

9.7 million
application downloads

The 2013 "IKEA Catalog" application was downloaded close to 10 million times.

1958	2010	2011	2012	2013
–	–	3.5	5.7	9.7

1.2 billion
IKEA website visits

IKEA websites were visited more than 1.2 billion times during the year.

1958	2010	2011	2012	2013
–	0.7	0.9	1.06	1.23

·NON-MONETARY·

The non-monetary benefits that are offered to a retail store manager are discussed in the points given below :

🌸 **PAID LEAVES** : The permanent workers of the company are ~~paid~~ provided paid leaves. In addition to personal leaves and annual leaves, they are also provided with other leaves like Blood donor's leave, career break, volunteer leave, wellness day leave and co-workers day leave.

    The company also provides the workers with paid time offs, sick leaves and other paid holidays (Rask, Korsgaard and Lauring, 2010).

🌸 **INSURANCE, HEALTH & WEALTH** (WELLNESS) : The workers are provided with health insurance, ~~det~~ dental insurance, flexible spending account, health savings account, vision insurance, life insurance, disability insurance, occupation accident insurance, occupation accidental death insurance and many more.

🌸 **FAMILY & PARENTING** : IKEA gives its employees a maternity and paternity leave, dependent care, adoption assistance, military leave, family medical leave, extended unpaid leave, and fertility assistance.

CRITICISMS

→ ENVIRONMENTAL

IKEA has been criticized about unsustainable sourcing of wood from protected forests, certain unsafe product lines, negative effects on communities, as well as other issues.

The group is responsible for approximately 1% of world commercial-product wood consumption, making it the largest individual user of wood in the world. IKEA claims to use 99.5% recycled or FSC-certified wood. However, IKEA has been shown to be involved in unsustainable and most likely illegal logging of old-growth and protected forests in multiple Eastern European countries in recent years.

→ INVESTMENTS

In the 1980s under the rule of the genocidal Romanian dictator Nicolae Ceausescu, Romania's secret police, the securitate, received six-figure payments from IKEA. According to declassified files at the National College for Studying the Securitate Archives, IKEA agreed to overcharge for products made in ROMANIA and some of the overpayment funds were deposited into an account controlled by the securitate.

⇒ TAX AVOIDANCE

IKEA has avoided millions of euros in taxes performing some insticated mechanisims and yt was noted by the EU back in 2017. The main countries where they operated their business using tax loopholes were the Netherlands, Luxembourg and Belgium.
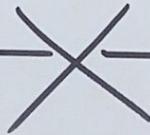
IKEA, founded by Ingvar Kamprad in 1943, began as a small mail-order business in Sweden. By the 1950s, it transitioned to furniture sales, introducing flat-pack designs that revolutionized the industry. In the 1960's, IKEA expanded internationally, opening its first store outside of Sweden in Norway. Throughout the following decades, IKEA continued its global expansion, becoming known for its affordable and functional furniture. In the early 2000s, the company faced criticism for its labor practices and environmental impact, prompting efforts to improve sustainability and ethical sourcing. IKEA also embraced digital transformation, launching online shopping and digital services to complement its physical stores.

In 2008, the global financial crisis posed challenges, but IKEA adapted by focusing on cost-efficiency and innovation. By the end of the decades, IKEA solidified its position as a leader in the furniture industry, with a strong emphasis on sustainability and customer experience. Today, IKEA remains a household name worldwide, synonymous with accessible and stylish home furniture.
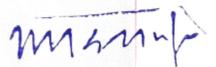
Review literature

M.U. Siddiqui and Vishwanath (2023)

Compensation encompasses monetary and non-monetary benefits provided to employees in exchange for their contributions to the organization. Direct compensation includes salary and health benefits, while indirect compensation focuses on personal motivations such as company values and opportunities for growth. Proper compensation management helps motivate employees and improve organizational effectiveness by aligning with industry standards and meeting individual needs.

Vela, Miriam and Jolly (2023)

This study investigates the impact of organizational politics and human resource management practices on organizational citizenship behavior (OCB) in Ghanaian private tertiary institutions, with compensation as a mediator. Using a causal design with 334 participants from 33 institutions, regression analysis and Smart Partial Least Square - Structural Equation Modeling were employed. Results show that while human resource management practices did not directly predict OCB, organizational politics significantly influenced it. Compensation partially mediated the relationship between organizational politics and OCB and fully intervened in the relationship between human resource management practices and OCB. The study recommends enhancing human resource practices and compensation to positively influence OCB.

Laura, Ariela and Nathan (2022)

This conceptual study explores the relationship between Estate Management Practice and Community Relations, focusing on the compensation payment process in the Kwale Industrial Park Acquisition in Delta State, Nigeria. Findings reveal partial application of community relations in compensation payment. The study concludes that existing legislation did not anticipate issues of inadequate compensation and associated disputes. Recommendations include public education on the role of estate surveyors and valuers, and the establishment of community relations departments within relevant government ministries.

Jayasrini and Niluka(2023)

This study investigates the impact of performance appraisal and compensation practices on employee performance at NIFS. It utilizes both primary and secondary data, employing a quantitative approach with a validated questionnaire. Findings reveal a significant correlation between performance appraisal and compensation practices and employee performance appraisal having the strongest positive correlation.

Cooke et al. (2019)

Cooke et al. investigated the relationships between high-performance work systems, employee resilience, and enagement in the banking industry in China. Their findings suggest that effective high-performance work systems can significantly enhance employee resilience and engagement. This research insight is crucial for understanding how IKEA's compensation practices can be aligned with high-performance work systems to foster employee resilience and engagement.

Flammer, Hong and Minor (2018)

Flammer, Hong, and Minor examined the integration of corporate social responsibility (CSR) criteria in executive compensation and its implications for firm outcomes. The study highlights the importance of incorporating CSR criteria in executive compensation, indicating that such practices can lead to positive organizational outcomes. This finding is relevant to IKEA's compensation strategy, as it emphasizes the need for aligning compensation with CSR initiatives and ethical business practices.

Carter et al. (2018)

Carter et al. studied the effects of employee engagement and self-efficacy on job performance. The longitudinal field study revealed a positive relationship between employee engagement, self-efficacy, and job performance. This finding underscores the significance of designing compensation practices that promote employee engagement and self-efficacy, which can ultimately contribute to enhanced job performance within IKEA.

Chhabra and Sharma (2014)

Chhabra and Sharma explored employer branding as a strategy for improving employer attractiveness. The study emphasizes the role of organizational culture in enhancing employer attractiveness. This insight is relevant to IKEA's compensation practice, as it suggests the importance of aligning compensation strategies with the organization's unique culture to attract and retain top talent.

business bar

IKEA HAS STORES IN 5 OF THE 7 CONTINENTS

IKEA

Barring the uninhabited Antarctica, only the South American countries lack an IKEA store. The first store in Chile is set to open in 2022, that'll make IKEA present on all the inhabited continents.

Jehanzeb and Khan (2020)

Jehanzed and Khan conducted a conceptual study on the benefits of training and development programs to employees and organizations. Their research highlights the positive impact of training and development on employee performance and organizational success. This insight emphasizes the need for IKEA to integrate training and development opportunities into its compensation strategy to support employee growth and skill enhancement.

Yuji Hoshino (2020)

This book describes the business models, management policies, management philosophies, employee training and compensation of Amazon, Apple and IKEA. By comparing with representative companies, you can consider IKEA's unique compensation strategy.

Miyuki Ora
(2015)

The book details the research on the brand's image strategy, corporate added value, corporate culture and history. By understanding the history of how IKEA and the welfare state of Sweden have worked together to develop an image strategy, it shows the welfare and compensation of IKEA.

Maho Shimura
(2012)

In this book, he writes about the unwavering vision and precise business model behind IKEA's growth into a global giant. The secret behind the rapid growth that has received rave reviews from all walks of life. The former CEO talks about his ideal company, including the secret to achieving low prices and how IKEA contributes to society as the times demand. This book is useful for learning about IKEA's internal structure.

Epel et al (2020)

Epel et al. investigated the association of a workplace sales ban on sugar-sweetened beverages with employee consumption and health. The study revealed that implementing health-focused initiatives in the workplace can lead to positive changes in employee behavior and health outcomes. This finding suggests that IKEA can consider incorporating health and wellness incentives into its compensation practices to promote employee well-being.

Tazue Tatenori (2014)

The book goes into detail about IKEA's "philosophy" and "IKEAism" that permeates all employees and that made the company the best in the industry. IKEA's management policy and philosophy are followed in 26 countries around the world. As a result, they have achieved good business performance and low turnover. This book provides a deep understanding of IKEA's business strategy and business model, employee recruitment and training, personnel system and corporate culture, employee benefits and work-life balance.

Aleksei Romanovich Kardava (2024)

The study examines a new approach to compensating for moral harm in cases of property rights violations, as outlined in paragraph 4 of the Supreme Court of the Russian Federation's Resolution No.33. Using comparative analysis of previous court practices and the new approach, the author concludes that the latter represents a revolutionary shift. Despite contradicting literal interpretations of the law, the new approach is deemed successful in combining essential components necessary for the correct application of compensation for moral harm. It introduces an open list of applicable cases while establishing criteria to prevent misuse. However, the author notes that the new approach is not fully embraced by courts due to its departure from literal interpretations.

Jhezsan, Nichole Zcymonerom and Eligen (2023)

This study explores compensation practices in retailing and manufacturing companies in Pagadian City and their impact on employee performance. Using a qualitative approach, participants described these practices. Results reveal monetary benefits like cash gifts and non-monetary benefits such as leave with pay and recognition. Conclusion: Compensation practices are crucial for increasing productivity, providing fair compensation, improving performance, and keeping employees motivated, benefiting the business.

D.E. Zaykov (2023)

The study examines the widespread issue of procedural rights abuse, negatively impacting the judicial system by leading to unfounded appeals, delays in case resolution, and a disregard for the law. The main mechanism to counter such abuse is compensation for actual loss of time in civil proceedings. However, fragmented legal regulations and disparate judicial interpretations have rendered this mechanism rerely used and ineffective. The paper analyzes the legal regulation and judicial practice related to compensation for loss time, identifies underlying problems, reasons for their occurrence, and proposes solutions.

Luigi Nasta, Barbara and Mirella (2024)

This study examines how institutional ownership influences the relationship between environmental, social, and governance(ESG) practices and CEO compensation in US S&P 500 companies from 2014 to 2021. Findings show that environmental scores significantly affect CEO equity-linked compensation, with institutional ownership moderating this relationship. Social and governance scores have no significant impact. The direction of institutional ownership's moderating effect varies, indicating a nuanced role in ESG-CEO compensation dynamics. This research fills a gap in understanding ESG-CEO compensation interactions, contributing to corporate governance literature.

Kim Watts (2023)

This groundbreaking book offers a comparative law analysis of the world's largest compensation funds in Victoria (Australia), Québec and Manitoba (Canada), and New Zealand. It explores how these funds, impacting millions, operate differently from traditional tort law, offering stability and sustainability. The author delves into unresolved issues in no-fault compensation, identifies operational principles, and examines human rights implications. Through qualitative surveys, the book analyzes funding, compensation quantum, and dispute resolution. It also explores future applications, including artificial intelligence and emergency public health liability challenges, with a focus on COVAX.

Aung Tun and Kaiwen (2023)

This research evaluates the views of resettled individuals on the The Htay hydropower project's resettlement and compensation practices. Using a convergent mixed research method, it finds that while educational facilities and development are rated highly, satisfaction is lower with current living situations and job opportunities. Despite overall satisfaction with aspects like site selection and compensation, the project lacks in providing agricultural land for livelihoods, leading to financial challenges for resettled households. Recommendations include providing agricultural land and support for sustainable livelihoods to ensure long-term well-being post-resettlement.

Nasyaruddin Khalid, Farah and Nasiha (2023)

This study examines the impact of job satisfaction, compensation practices, and leadership style on employee turnover intention. A questionnaire was distributed to 160 employees of Koperasi Kakitangan Petronas Berhad (KOPETRO). Results from SPSS Version 26 showed good internal consistency for all independent variables. Pearson's correlation revealed significant relationships between job satisfaction, compensation practices, leadership style, and employee turnover intention ($p \leq 0.05$). All three hypotheses were accepted, indicating significant relationships between the variables. The study aims to benefit employers and top management in the private sector.

Zubair Hassan (2023)

This study examines the impact of HRM practices on employee retention in the retail sector of Maldives, with a focus on the mediating role of reward and compensation (R&C). Using a sample of 250 respondents, the study found that R&C practices positively influence employee retention, mediating the relationship between training and development (T&D), performance appraisal (PA), and retention. However, no significant moderating effects were observed for PA and T&D. The study contributes to HRM knowledge by highlighting the importance of R&C in retaining employees and strengthens Hertzberg's Two-Factor theory. It provides practical insights for managers to improve employee retention through effective R&C policies. This study fills research gaps and adds value to the retail sector of Maldives and emphasizing the mediating role of R&C in employee retention.

O.I. Kyselova & M. Soldatenko (2021)

This study examines the legislative regulation of compensation for moral damage caused to employees by employers in Ukraine's labor liability context. It highlights gaps in current labor legislation, including the absence of clear criteria for determining non-pecuniary damage and sector-specific protections for employees. The study proposes the development of clear criteria for identifying employee moral suffering and suggests introducing a specific list of cases causing non-pecuniary damage in labor law. It also recommends establishing minimum compensation amounts and creating specialized labor dispute courts to improve judicial practice and increase trust in the legal system among employees and employers.

Nemanja and Dimitrije (2023)

This study aims to explore the relationship between employee commitment, compensation systems, and turnover intentions in Serbia. Data from 764 employees were analyzed using PLS-SEM and SPSS Statistics. Results show a positive link between the compensation system and employee commitment partially mediates the relationship between compensation systems and turnover intentions. This research contributes to understanding HR practices in Serbia and emphasizes the importance of modern reward mechanisms in reducing turnover. Additionally, it focuses solely on compensation practices, rather than combining them with other HR processes.

IKEA stores are designed like mazes in order to prevent customers from leaving.

Conclusion

To sum up, this exhaustive research project explains how IKEA's compensation system works and why it is important for creating a positive work environment and achieving company goals. This paper examines several aspects of the reward system used by IKEA that include base pay, bonuses, benefits, as well as employee development programs in order to assess the extant to which they are aligned with the firm's value proposition, strategic objectives, and wider retail industry trends.

This has been done through an extensive literature review analysis from other studies on the subject matter, questionnaires filled out by some members of staff working at various branches globally who have then returned them back via email or through hard copies sent to their respective human resource offices. It also identities both strengths and weaknesses inherent in its compensation strategy while giving recommendations on how best these can be improved in order to better suit deverse workforce needs.

They make very clear through their remuneration policies that they want to create a place where people feel good about themselves when at work. Also, IKEA's dedication towards keeping employees motivated, satisfied and retained signposts its understanding of their importance towards organizational success.
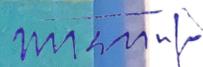
IKEA's journey of growth and innovation in retail is ongoing. The findings and recommendations in this report provide value insights for IKEA's HR team, leaders, and stakeholders. By using data-driven insights and making suggested improvements, IKEA can optimize its compensation practices. This will help boost employee engagement, productivity, and overall organizational effectiveness. The report supports IKEA's continuous efforts to strengthen its position as a global leader in both the retail industry and employee satisfaction.
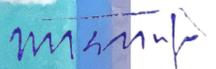
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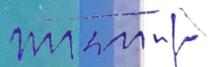
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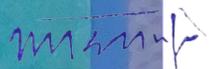
Directorate of Outcome
Outcome Report (Event/Activity Organized @ AUH)

1. General Information

Date: 18/10/2022
Event Type: Student Activity
Event Title: Diwali Bazaar
Event Theme: Entrepreneurship
Venue: Near Hostel Mess, E-Block, Hostel Plaza
Web/Video Link of the Event: N/A
Organized by: Amity School of Hospitality (ASH)
In collaboration with: None
Event Level: Institutional
Student Participation*: No. of Students from AUH (Course wise):- 25 Students of BHM & BTTM
Faculty Participation*: No. of Faculty Members from AUH (Deptt. wise):- 11 (ASH)
Staff Participation*: No. of Staff Members from AUH (Deptt. wise):- 3 (ASH)
Participation from outside AUH*: No. of Students & Faculty Members- Nil
(Enclose attendance sheets in given format)
Event Coordinator(s) with designation:

Faculty Coordinator(s):

- Dr. Garima Parkash (Director & Professor, ASH)
- Dr. Kunal Seth (HOD & Professor, ASH)
- Mr. Subir Kumar Malakar (Associate Professor, ASH)
- Mr. Subrata Pal (Associate Professor, ASH)
- Dr. Vinod Kumar Chauhan (Assistant Professor, ASH)

Student Coordinator(s):

- Mr. Raktim Raaj Dass (BHM 3rd Sem Student)

Details of Expert/Speaker/Resource Person/Judge: None

SN	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	CV of Expert (Yes/No)	Major Areas where Amity can Collaborate with expert	Recommended by
1		NA								
2										

Criteria of Inviting Resource Person/Judge/Speaker/Judge (Write a paragraph): N/A

Was the guest known in advance and if yes, from what previous interaction (Write a paragraph)? N/A

2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/ Intangible	Achieved/ Proposed	Target date & responsibilities (if proposed)	Details of outcome
1. **Outcome related to Academia Connect**				
a) Collaborations for Research Papers/Conference Papers/ Book Chapter etc.	Intangible	*N/A*	*N/A*	*N/A*

b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Intangible	*N/A*	*N/A*	*N/A*
c) Collaboration for Funded Projects	Intangible	*N/A*	*N/A*	*N/A*
2. **Outcome related to Industry Connect**				
a) Placement	Intangible	*N/A*	*N/A*	*N/A*
b) Collaborations for Research Papers	Intangible	*N/A*	*N/A*	*N/A*
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] &Projects/Use of Instruments	Intangible	*N/A*	*N/A*	*N/A*
d) Collaboration for Funded Projects	Intangible	*N/A*	*N/A*	*N/A*
3. **Outcome related to Society Outreach**				
a) Benefit to society in terms of Health & Hygiene	Intangible	*N/A*	*N/A*	*N/A*
b) Benefit to society in terms of Education	Intangible	*N/A*	*N/A*	*N/A*
4. **Outcome related to Students Learning &Grooming**				
The ASH students learnt about how to organize & set-up Diwali Bazaar; how to decorate & display their products & stalls; how to price their products; how to market their products; how to attract customers etc. This event served as a platform for plethora of entrepreneurial learnings for ASH students.				
5. **Any other - Nil**				

3. Event Report along with glimpses of the event *(Photographs)*

3.1 General Introduction of the Event – Amity School of Hospitality (ASH) organized & set-up 'Diwali Bazaar' on 18 October 2022 between 11 AM to 4 PM near Hostel Mess, E-Block, Hostel Plaza. The faculty coordinators of Diwali Bazaar were Dr. Garima Parkash – Director & Professor, ASH; Dr. Kunal Seth – HOD & Professor, ASH; Mr. Subir Kumar Malakar – Associate Professor, ASH; Mr. Subrata Pal - Associate Professor, ASH & Dr. Vinod Kumar Chauhan – Assistant Professor, ASH. The student coordinator was Mr. Raktim Raaj Dass, student of BHM 3rd Sem. The objective to conduct this event was to nurture entrepreneurial spirit of ASH students on the occasion of Diwali Festival. The event was attended by 11 faculty members, 3 staff members & 25 students of BHM & BTTM. Diwali Bazaar comprised of many stalls which are as follows:

1. Muffin Stall – At this stall; vanilla, chocolate, marble & red velvet muffins were available for purchase by AUH faculty, staff & students. This stall was mentored by Mr. Mohd. Soyav – Assistant Professor, ASH.

2. Sandwich Stall – At this stall; hung curd sandwich and cheese & corn sandwich were available for purchase by AUH faculty, staff & students. This stall was mentored by Ms. Kumari Shiwani - Assistant Professor, ASH.

3. Snack, Desert & Beverage Stall – At this stall; bread pakora, gulab-jamun, tea, coffee, cold coffee & bisleri water were available for purchase by AUH faculty, staff & students. This stall was mentored by Dr. Kunal Seth – HOD & Professor, ASH.

4. Gol-Gappe Stall – At this stall; gol-gappe were available for purchase by AUH faculty, staff & students. This stall was mentored by Mr. Abhishek Roy - Assistant Professor, ASH.

5. Tattoo Printing, Nail Painting & Hand-Painted Diyas Stall – At this stall; tattoo printing, nail painting & hand-painted diyas were available for purchase by AUH faculty, staff & students. This stall was mentored by Dr. Ruchika Kulshrestha - Assistant Professor, ASH.

6. Balloon Shooting Game Stall – At this stall; balloon shooting game was available for playing by AUH faculty, staff & students. In this game, balloons had to be shot using gun from a fixed distance. This stall was mentored by Mr. Subir Kumar Malakar – Associate Professor, ASH.

Registrar
Amity University Haryana
Manesar Gurgaon-122413

Directorate of Outcome (DOO)

7. Ring Toss Game Stall – At this stall; ring toss game was available for playing by AUH faculty, staff & students. In this game, rings had to be placed inside a stake from a fixed distance. This stall was mentored by Mr. Subrata Pal – Associate Professor, ASH.

8. Break the Wall Game Stall - At this stall; break the wall game was available for playing by AUH faculty, staff & students. In this game, steel glasses had to be smashed using ball from a fixed distance. This stall was mentored by Mr. Akshay Nain – Teaching Associate, ASH.

All the stalls were managed & funded by the students themselves & items of the stall were sold to AUH faculty, staff & students at reasonable prices. This event strengthened confidence in students to come-up with more & more entrepreneurial ideas & activities in future.

3.2 Inspiration & Objectives of the Event – To nurture entrepreneurial spirit of ASH students on the occasion of Diwali Festival.

3.3 Brief about the address/talk of speakers – N/A

3.4 'Take Homes' for the Guest and Attendees – The 'Take Homes' for the 'Attendees' was the memorable experience of eating delicious muffins, sandwiches, gol-gappe, snacks, deserts & beverages; playing several games such as balloon shooting, ring toss & break the wall; & also tattoo printing, nail painting & purchasing hand-painted diyas.
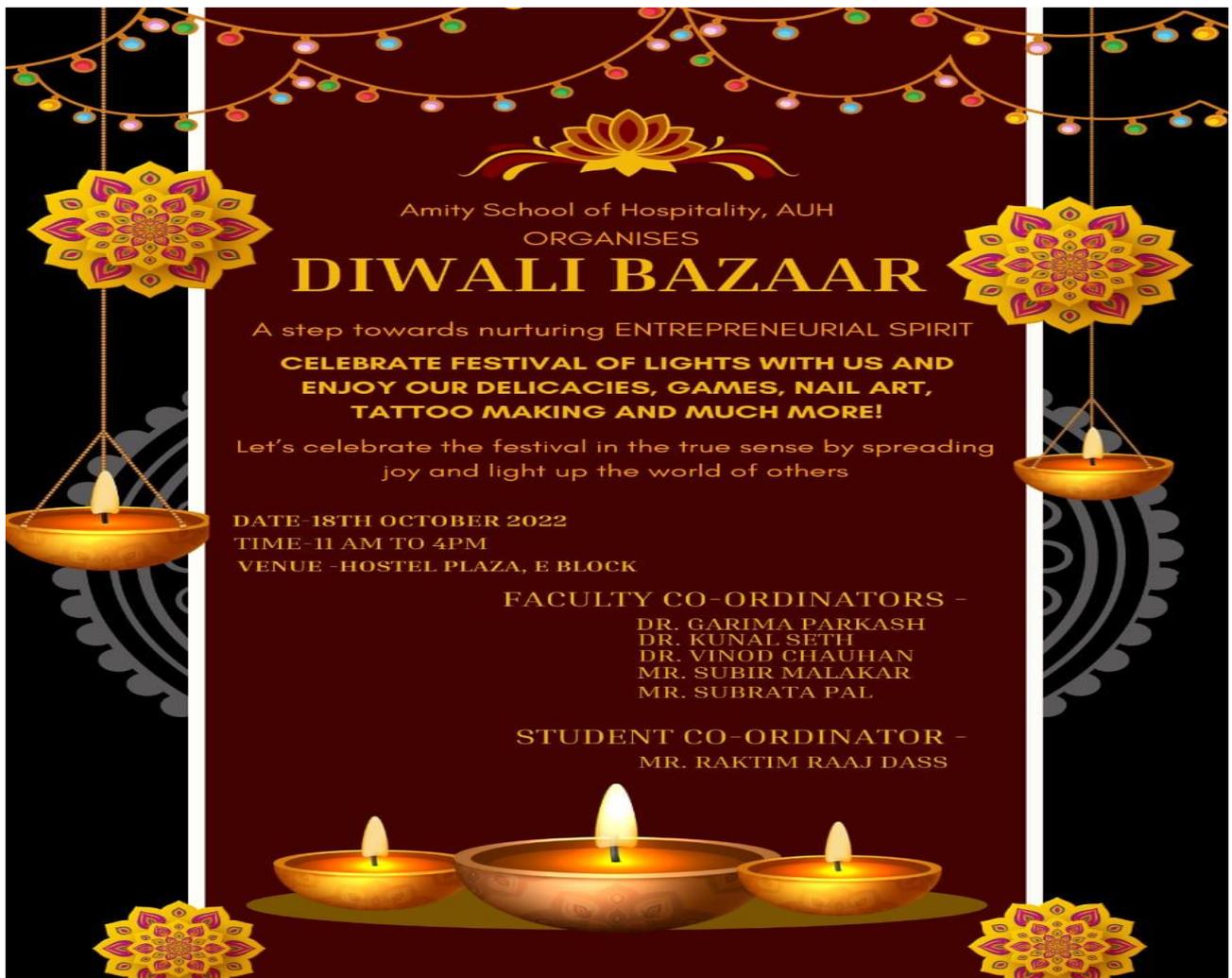
3.5 Future plan for utilizing the contacts developed with the Invited Guests – N/A

3.6 Budget of the Event (Budget Sanctioned, Total Expenditure & Revenue Generated) – N/A

3.7 Details of Awards if Any: N/A

Awardee Details	Award / Position / Recognition Secured	Title of Innovation/ Start-up Secured the Award / Recognition	Award/Recognition/ Achievement Received for

3.8 Photographs with caption *(also share high resolution JPEG files of photographs)*

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Gwaliar, Haryana, India
8W88+F3C, Amity University Connecting
Rd, Gwaliar, Haryana 122413, India
Lat 28.315851°
Long 76.915148°
18/10/22 12:10 PM GMT +05:30

Gwaliar, Haryana, India
8W87+CWH, Gwaliar, Haryana 122413,
India
Lat 28.315513°
Long 76.914917°
18/10/22 12:22 PM GMT +05:30

Directorate of Outcome (DOO)

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Manesar Gurgaon-122413

Gwaliar, Haryana, India
8W87+CWH, Gwaliar, Haryana 122413,
India
Lat 28.315604°
Long 76.914963°
18/10/22 02:11 PM GMT +05:30

Gwaliar, Haryana, India
Hostel, Gwaliar, Haryana 122015, India
Lat 28.315706°
Long 76.915169°
18/10/22 12:16 PM GMT +05:30

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3.9 Scanned copy of attendance sheets

<u>Attendance Sheet</u> (Students)

Event : Dewali Bazar

Date : 18 October 2022
Time : 11:00 hr. to 16:00 hr.
Venue : Hostel Plaza

S. No.	Participants	Signature
1	HARSH SINGH	
2	CHHAYA PARIHAR	
3	HIMAAN SAHAJWALLA	
4	SHREYA SINGH	
5	SURYANSH GULERIA	
6	TANISH JOSHI	
7	Simran Kaur	
8	Abhinam Tamang	
9	Anisha Malik	
10	Vaibhav Robertson	
11	Rakshim	
12	ATUL Goyal	
13	Sohil Khan	
14	Manish.	
15	Mohit	
16	VISHESH	
17	Kapil Yadav	
18	Tarun Yadav	
19	Harsh Gupta	
20	Jyoti Bhandari	
21	Neerja Majithiya	
22	JATIN SHARMA	
23	HARSH HANS	
24	GAURAV	
25	Mehak	

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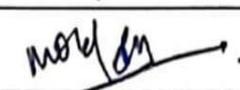Directorate of Outcome (DOO)
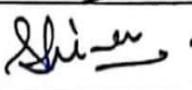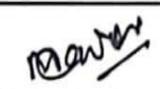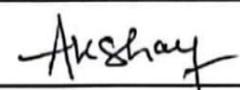Amity University Haryana
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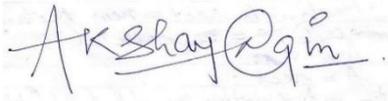# Attendance Sheet (Faculty & Staff)

Event : Dewali Bazar

Date : 18 October 2022
Time : 11:00 hr. to 16:00 hr.
Venue : Hostel Plaza

S. No.	Participants	Signature
1	SUBRATA PAL	Sh
2	Subir k Malalak	18/10/22
3	Humangshu Bhattacharya	
4	Dr. Vinod kumar	
5	Mohd Soyar	moy
6	Dr. Shivani	Shi
7	MANSOOR AHMAD	man
8	Poonam Yadav	Poo
9	Asma Mahmood	Asmy
10	Akshay Nair	Akshay
11	Abhishek Roy	Present
12	Dr. Kunal Seth	Present
13	Dr. Ruchika Kulshrestha	Present
14	Dr. Garima Parkash	Present
15		

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Directorate of Outcome (DOO)

Signature of Directorate of Outcome Coordinator – Mr. Akshay Nain

Signature of HOI – Dr. Garima Parkash

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Outcome Report(Event/Activity Organized @ AUH)

1. General Information

Date: 14th to 18th November 2022
Event Type: Student Activity
Event Title: Explorica: Amity Design Exhibition 2022
Event Theme: Innovation
Venue: Creative Art Gallery Amity School of Art gallery, AUH
Web/Video Link of the Event: No
Organized by: Amity Institute of Design (Fine Arts) AUH
In collaboration with: No
Event Level: Institutional
Student Participation*: No. of Students from AUH (Course wise):-48
Faculty Participation*: No. of Faculty Members from AUH (Deptt. wise):-02
Participation from outside AUH*: No. of Students & Faculty Members- No
(Enclose attendance sheets in given format)
Event Coordinator(s) with designation: Mr.Rakesh Kumar Chaudhary Asst. Professor, Mr.Vinod Chachere Asst. Professor AID, ASFA
Details of Expert/Speaker/Resource Person/Judge:No

SN	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	CV of Expert (Yes/No)	Major Areas where Amity can Collaborate with expert	Recommended by
1	India	Prof(Dr) P.B. Sharma	Amity University Haryana	Vice Chancellor						
2	India	Prof.(Dr) Vikas Madhukar	Amity University Haryana	Pro. Vice Chancellor						

Criteria of Inviting Resource Person/Judge/Speaker/Judge (Write a paragraph):

Were the guest known in advance and if yes, from what previous interaction (Write a paragraph)?

2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/ Intangible	Achieved/ Proposed	Target date & responsibilities (if proposed)	Details of outcome
1. **Outcome related to Academia Connect**				
a) Collaborations for Research Papers/Conference Papers/ Book Chapter etc.	Nil	Nil	Nil	Nil
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.	Nil	Nil	Nil	Nil
c) Collaboration for Funded Projects	Nil	Nil	Nil	Nil
2. **Outcome related to Industry Connect**				
a) Placement	Nil	Nil	Nil	Nil
b) Collaborations for Research Papers	Nil	Nil	Nil	Nil

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c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] &Projects/Use of Instruments	Nil	Nil	Nil	Nil
d) Collaboration for Funded Projects	Nil	Nil	Nil	Nil
3. **Outcome related to Society Outreach**				
a) Benefit to society in terms of Health & Hygiene	Nil	Nil	Nil	Nil
b) Benefit to society in terms of Education	Nil	Nil	Nil	Nil
4. **Outcome related to Students Learning &Grooming**				
	Nil	Nil	Nil	Nil
5. **Any other**				
This exhibition helped students to understand the design process, critical thinking skills, research methodologies, and creative ideation as a means of problem-solving and enhancing visual communication and develop a thorough understanding of the form and function of typography and methodologies for successfully communicating ideas, narratives, concepts, and/or identities through various media. Skillfully employ the tools and technology that prepared them for design practice and management in collaborative environments. Interpret the social, moral, and ethical consequences of their design decisions and work to become socially and culturally responsible decision-makers within the larger global community.				

3. Event Report along with glimpses of the event *(Photographs)*

3.1 General Introduction of the Event: Graphic design saturates every part of our lives. It informs the decisions we make as consumers and serves as a structure for how we understand and engage with our environment whether through navigating the labyrinth of subway lines via color-coded route maps or learning more about a piece of art from the labels adhered to an exhibition wall. We have rounded up meaningful steps students can take to build a more sustainable lifestyle. Whether students are passionate about branding, designing, or new to sustainability, we have curated something inspiring for everyone. Dive in and discover what you can do today to build a better world for tomorrow.

3.2 Inspiration &Objectives of the Event: Amity School of Fine Art organized Explorica: Amity Design Exhibition2022.The Exhibition inaugurated by the Hon. Vice Chancellor Prof.(Dr.) P.B. Sharma AUH and Hon. Pro. Vice Chancellor Prof.(Dr) Vikas Madhukar Dean - Faculty of Management Studies. Vice Chancellor. This exhibition helped students to understand the design process, critical thinking skills, research methodologies, and creative ideation as a means of problem-solving and enhancing visual communication and develop a thorough understanding of the form and function of typography and methodologies for successfully communicating ideas, narratives, concepts, and/or identities through various media. Skilfully employ the tools and technology that prepared them for design practice and management in collaborative environments. Interpret the social, moral, and ethical consequences of their design decisions and work to become socially and culturally responsible decision-makers within the larger global community. The Arts and Design Culture Amity School of Fine Arts educates and showcases student creative's and scholars, presents world-renowned performers, and is home to innovative public programs and international exhibitions.

3.3Brief about the address/talk of speakers
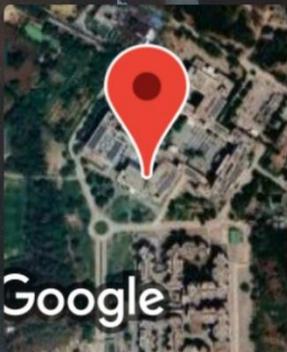**3.4'Take Homes' for the Guest and Attendees:**
3.5 Future plan for utilizing the contacts developed with the Invited Guests
3.6 Budget of the Event(Budget Sanctioned, Total Expenditure&Revenue Generated)
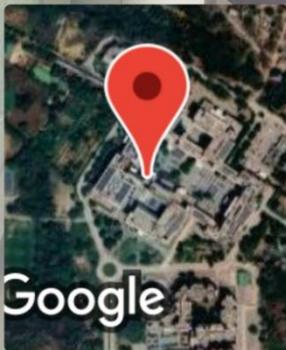**3.7 Details of Awards if Any:**

Awardee Details	Award / Position / Recognition Secured	Title of Innovation/ Start-up Secured the Award / Recognition	Award/Recognition/ Achievement Received for
NA	NA	NA	NA

3.8 **Photographs with caption** *(also share high resolution JPEG files of photographs)*

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3.9

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Gwaliar, Haryana, India
8W97+6Q4, Gwaliar, Haryana 122413, India
Lat 28.317752°
Long 76.914563°
15/11/22 11:13 AM GMT +05:30

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3.10   Scanned copy of attendance sheets

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Attendance Sheet of Students (AUH)

Event Title: Explorica: Amity Design Exhibition

15 to 18 November 2022

Sl.NO.	Participant Name	School	Programme & Semester	Signature
1.	Harshita	ASFA	BFA IIIrd SEM	*Harshit*
2.	Somya	ASFA	BFA IIIrd SEM	*Somya*
3.	Kushangi Rastogi	ASFA	BFA IIIrd SEM	*Kushangi*
4.	Shambhavi Srivastava	ASFA	BFA IIIrd SEM	*Shambhavi*
5.	Yash Gautam	ASFA	BFA IIIrd SEM	*Yash*
6.	Nikita Sharma	ASFA	BFA IIIrd SEM	*Nikita*
7.	Tanya Jindal	ASFA	BFA IIIrd SEM	*Jindal*
8.	Khushi Bhatia	ASFA	BFA IIIrd SEM	*Khushi*
9.	Renjitha P Sarma	ASFA	BFA IIIrd SEM	*Renjitha P Sarma*
10.	Varun	ASFA	BFA IIIrd SEM	*V*
11.	Ankit Singh	ASFA	BFA Vth SEM	*Ankit*
12.	Anuj Kumar	ASFA	BFA Vth SEM	*Anuj*
13.	Harsh Vaid	ASFA	BFA Vth SEM	*Harsh Vaid*
14.	Komal Rawat	ASFA	BFA Vth SEM	*Komal*
15.	Nidhi	ASFA	BFA Vth SEM	*Nidhi*
16.	Nisha	ASFA	BFA Vth SEM	*Nisha*
17.	Nishtha Pandey	ASFA	BFA Vth SEM	*Nishtha*
18.	Paras Gaur	ASFA	BFA Vth SEM	*Paras*
19.	Prerna Sagar	ASFA	BFA Vth SEM	*Prerna*
20.	Priya Rajput	ASFA	BFA Vth SEM	*Priya*
21.	Riddhi Mahajan	ASFA	BFA Vth SEM	*Riddhi Mahajan*
22.	Ritika Dalmia	ASFA	BFA Vth SEM	*Ritika*
23.	Cheshtha Jindal	ASFA	BFA Vth SEM	*Cheshtha*
24.	Tanya Agarwal	ASFA	BFA Vth SEM	*Tanya*

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25.	Anushka Sharma	ASFA	BFA/7th SEM	
26.	Ashish Dwivedi	ASFA	BFA/7th SEM	
27.	Gauri Garg	ASFA	BFA/7th SEM	
28.	Sparsh Sehrawat	ASFA	BFA/7th SEM	
29.	Shibalika Sutar	ASFA	BFA/7th SEM	
30.	Pushkar Kumar	ASFA	BFA/7th SEM	
31.	Suhana Singh	ASFA	BFA/7th SEM	
32.	Vicky Kumar	ASFA	BFA/7th SEM	
33.	Devishi Mackeja	ASFA	BFA/7th SEM	
34.	Naman Thapliyal	ASFA	BFA/7th SEM	
35.	Abhishek Singh	ASFA	BFA/7th SEM	
36.	Puran	ASFA	BFA/7th SEM	
37.	Pramod	ASFA	BFA/7th SEM	
38.	Komal Yadav	ASFA	BFA/7th SEM	
39.	Ayush Tomar	ASFA	BFA/7th SEM	
40.	Purvi Gulyani	ASFA	BFA/7th SEM	
41.	Gauri Sahni	ASFA	BFA/7th SEM	
42.	Khushboo Yadav	ASFA	MFA/ 1st Sem	
43.	Lavanya Chaudhary	ASFA	MFA/ 1st Sem	
44.	Sandeep Dhariwal	ASFA	MFA/ 1st Sem	
45.	Shikha Gupta	ASFA	MFA/ 1st Sem	
46.	Shweta Janghu	ASFA	MFA/ 3rd Sem	
47.	Yeshwani Yadav	ASFA	MFA/ 3rd Sem	
48.	Jagriti	ASFA	MFA/ 3rd Sem	

15/11/2022

Mr. Rakesh Kumar Chaudhary

Name Signature of the event Coordinator

15/11/2022

Mr. Pradipta Biswas
Signature of Programme Coordinator
Stamp of the Department

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3.10 Few Scanned feedback forms of participants- NA

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